King, Valerie A.

From: Kimberly Prchal [Kimberly.Prchal@mdsps.com]
Sent: Wednesday, August 27, 2003 11:20 AM
To: Peggy Niana
Cc: Kelli Hogeland; valerie.a.king@pmusa.com
Subject: Re: PHX Marlboro Advertising, Print and Radio

Sensitivity: Confidential

5624P Specific Radio Ad, revis...

5624P Specific PHX(LNK) Print ...

Peg,

I spoke with Valerie this morning and we need to revamp the radio ad for PHX. On Valerie's original e-mail containing comments for the radio ad, she had put comment boxes in the text, which did not show on our copy, until I looked for them. We need to stay consistent in the manner in which we address normal healthy subjects. I have revised the ad, attached.

The PHX radio and print were to go to the IRB last night, but did not. So, I will exchange the revised radio ad and will submit both radio and print to IRB this morning (attached). Once approved, please use the print ad as needed. For the radio ad, I will need a copy of the actual ad, with background music etc., sent to me for IRB approval prior to use.

Sorry for the inconvenience.

Thanks
Kim

Valerie,

I have attached the final versions of the PHX print and radio advertisements. The print ad is the same specific ad that we are using in LNK, with an address and number change. The radio is the initial specific PHX ad, with your requested changes.

I will take these ads to the IRB today for review and approval.

Peg,
Were you planning on revising the initial specific PHX print ads (the ones with the cigarette box as graphic) for use or were you going to stick with the revised LNK ad? Also, how about Spanish?

Let me know.

Thanks
Kim

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Source: https://www.industrydocuments.ucsf.edu/docs/ftyx0001